Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A system <u>implemented within a computing device,</u> comprising:

a country selector dynamically determining at least one preferred country applicable to search results generated responsive to a search query executed on information in a data repository and provided from a plurality of search result countries<u>, the at least one preferred country being determined based on characteristics of the search query or the search results</u>;

an interface characterizer determining the at least one preferred country using interface characteristics <u>when the country selector is unable to determine the at least one preferred country based on characteristics of the search query or the search results, the interface characteristics comprising</u> <s>that comprise</s> at least one country <s>accepted</s> <u>received</u> by a user interface from which the search query was received;

a search result orderer determining an order for presenting the search results and adjusting the determined order for at least one of the search results among other ones of the search results based on whether the at least one of the search results is from the at least one preferred country; and

a presenter presenting the search results in the adjusted order.

2-5.   (canceled).

6.   (currently amended) A system according to Claim 1, further comprising:

an indexer ranking the search results[[; and]], where

the search result orderer adjusting adjusts the ranking of the at least one of the search

results based on whether that at least one of the search results is from the at least one preferred

country.

7.   (currently amended) A system according to Claim 6, further comprising at least

one of where:

the search result orderer demotes demoting each search result from a country other than

the at least one preferred country and promotes promoting each search result from the at least

one preferred country by at least one position; or

the search result orderer promotes promoting each search result from a country other than

the at least one preferred country and demotes demoting each search result from the at least one

preferred country by at least one position.

8.   (currently amended) A system according to Claim 1, further comprising:

a scorer assigning a numerical score to the search results[[; and]], where

the search result orderer adjusting adjusts the numerical score of the at least one of the

search results from the at least one preferred country.

9.   (currently amended) A system according to Claim 8, further comprising at least

one of where:

the search result orderer increases increasing the numerical score assigned to the search

results from the at least one preferred country and maintains maintaining the numerical score

assigned to the search results from a country other than the at least one preferred country; or

the search result orderer decreases decreasing the numerical score assigned to the search

results from the at least one preferred country and maintains maintaining the numerical score

assigned to the search results from a country other than the at least one preferred country.

10. (currently amended) A system according to Claim 8, further comprising where:

the country selector selects selecting at least one less preferred country; and

the search result orderer adjusts adjusting the numerical score, comprising at least one of

increasing the numerical score assigned to the search results from the at least one less preferred

country and maintaining the numerical score assigned to the search results from a country other

than the at least one preferred country, or decreasing the numerical score assigned to the search

results from the at least one less preferred country and maintaining the numerical score assigned

to the search results from a country other than the at least one preferred country.

11. (currently amended) A system according to Claim 8, further comprising where:

the search result orderer sorting sorts at least some of the search results with the adjusted

numerical scores.

12. (currently amended) A method, comprising:

receiving a search query;

performing a search based on the search query to identify search results from a plurality of search result countries;

dynamically determining at least one preferred country applicable to the search results based on characteristics of the search query or the search results ~~using interface characteristics that comprise at least one country accepted by a user interface from which the search query is received~~;

ordering the search results;

adjusting the order of at least one of the search results among other ones of the search results based on whether the at least one of the search results is from the at least one preferred country; and

presenting the search results in the adjusted order.

13-16. (canceled).

17.   (previously presented) A method according to Claim 12, further comprising:

ranking the search results; and

ordering at least some of the ranked search results relative to the at least one preferred country.

18.   (previously presented) A method according to Claim 17, further comprising at least one of:

demoting each search result from a country other than the at least one preferred country and promoting each search result from the at least one preferred country by at least one position; or

promoting each search result from a country other than the at least one preferred country and demoting each search result from the at least one preferred country by at least one position.

19.   (previously presented) A method according to Claim 12, further comprising:

assigning a numerical score to the search results; and

adjusting the numerical score of at least some of the search results from the at least one preferred country.

20.   (previously presented) A method according to Claim 19, further comprising at least one of:

increasing the numerical score assigned to the search results from the at least one preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country; or

decreasing the numerical score assigned to the search results from the at least one preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country.

21.   (previously presented) A method according to Claim 19, further comprising:

determining at least one less preferred country; and

adjusting the numerical score, comprising at least one of:

increasing the numerical score assigned to the search results from the at least one less preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country; or

decreasing the numerical score assigned to the search results from the at least one less preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country.

22.   (previously presented) A method according to Claim 19, further comprising:

sorting at least some of the search results with adjusted numerical scores.

23.   (canceled).

24.   (currently amended) ~~An apparatus~~ A computing device, comprising:

means for dynamically determining at least one preferred country applicable to search results generated responsive to a search query executed on information in a data repository and provided from a plurality of search result countries, the at least one preferred country being determined based on characteristics of the search query or the search results;

means for determining the at least one preferred country using interface characteristics when the at least one preferred country cannot be determined based on characteristics of the search query or the search results, the interface characteristics comprising ~~that comprise~~ at least one country ~~accepted~~ received by a user interface from which the search query was received;

means for determining an order for presenting the search results;

means for adjusting the determined order for at least one of the search results among other ones of the search results based on whether the at least one of the search results is from the at least one preferred country; and

means for presenting the search results in the adjusted order.

25.   (currently amended) A system <u>implemented within a computing device,</u> comprising:

a parser receiving a search query;

an indexer executing a search by evaluating the search query against information from a plurality of countries that is maintained in a searchable data repository, and identifying search results based on the search;

a country promoter dynamically determining at least one preferred country applicable to the search results <u>based on characteristics of the search query</u>, ordering the search results, and adjusting the ordering of at least one of the search results among other ones of the search results based on whether the at least one of the search results is from the at least one preferred country;

a user interface characterizer determining a country ~~accepted~~ <u>received</u> by a user interface; and

a country selector selecting the country as the at least one preferred country <u>when the country promoter is unable to determine the at least one preferred country based on characteristics of the search query</u>.

26-28. (canceled).

29.   (previously presented) A system according to Claim 25, further comprising:

a search result orderer ordering the search results based on a match of a country of the

search results to the at least one preferred country.

30.   (currently amended) A system according to Claim 29, ~~further comprising~~ where:

the search result orderer <u>demotes</u> ~~demoting~~ the search results from a country other than

the at least one preferred country by a predefined shifting factor.

31.   (previously presented) A system according to Claim 30, wherein the predefined

shifting factor substantially equals two (2.0).

32.   (currently amended) A system according to Claim 29, ~~further comprising~~ where:

the search result orderer ~~promoting~~ <u>promotes</u> the search results from a country other than

the at least one preferred country by a predefined shifting factor.

33.   (previously presented) A system according to Claim 25, further comprising:

a scorer ordering each of the search results by a degree of match to the information in the

searchable data repository.

34.   (previously presented) A system according to Claim 25, further comprising:

a country detector detecting a country associated with at least one of the search results.

35.   (previously presented) A system according to Claim 34, further comprising at least one of:

a Uniform Resource Locator (URL) analyzer determining a URL extension for the at least one of the search results;

a domain registrar examiner examining a domain registrar address for the at least one of the search results and inferring the country from a business associated therewith;

a country inferrer inferring the country from at least one of an Internet Protocol (IP) address of a Web server from which the at least one of the search results was obtained, a search result document for the at least one of the search results, or other Web pages on a same Web site as the at least one of the search results; and

a hyperlink analyzer examining anchor text of hyperlinks to the search result document, text near the hyperlinks, or countries of the Web pages with hyperlinks to the search result document.

36.   (previously presented) A system according to Claim 25, wherein the search results are assigned a numerical score, the system further comprising:

a search result orderer increasing the numerical score assigned to at least some of the search results from the at least one preferred country.

37.   (previously presented) A system according to Claim 36, wherein the numerical

score is adjusted in accordance with the formula:

$$s_i = \frac{s_i + 1}{2}$$

where s_i comprises the numerical score for each search result i.

38.   (previously presented) A system according to Claim 25, wherein the search

results are assigned a numerical score, the system further comprising:

a search result orderer decreasing the numerical score assigned to at least some of the

search results from the at least one preferred country.

39.   (previously presented) A system according to Claim 25, further comprising:

a presenter presenting the search results in the adjusted order.

40.   (currently amended) A system according to Claim 39, ~~further comprising~~ where:

the presenter ~~performing~~ at least one of <u>controls</u> ~~controlling~~ enablement of presentation

of at least some of the search results for each of the at least one preferred country, <u>groups</u>

~~grouping~~ together at least some of the search results for each of the at least one preferred

country, or <u>arranges</u> ~~arranging~~ at least some of the search results for each of the at least one

preferred country next to at least some of the search results for at least one country other than the

at least one preferred country prior to presentation to the user.

41.   (canceled).

42.   (currently amended) A method, comprising:

receiving a search query;

executing a search by evaluating the search query against information from a plurality of

search result countries that is maintained in a searchable data repository;

determining at least one preferred country applicable to search results generated

responsive to the executed search based on characteristics of the search results;

determining a country ~~accepted~~ received by a user interface;

selecting the country as the at least one preferred country when the at least one preferred

country cannot be determined based characteristics of the search results; and

ordering at least some of the search results based on the at least one preferred country,

where the order of one of the search results among other ones of the search results is based on

whether the one of the search results is from the at least one preferred country.

43.   (canceled).

44.   (canceled).

45.   (previously presented) A method according to Claim 42, further comprising:

ordering the search results based on a match of a country of the search results to the at

least one preferred country.

46.   (previously presented) A method according to Claim 42, further comprising:

ordering the search results by degree of match of a country of the search results to the at

least one preferred country.

47.   (previously presented) A method according to Claim 46, further comprising:

demoting the search results from a country other than the at least one preferred country

by a predefined shifting factor.

48.   (previously presented) A method according to Claim 47, wherein the predefined

shifting factor substantially equals two (2.0).

49.   (previously presented) A method according to Claim 46, further comprising:

promoting the search results from a country other than the at least one preferred country

by a predefined shifting factor.

50.   (previously presented) A method according to Claim 42, further comprising:

ordering each of the search results by a degree of match to the information in the

searchable data repository.

51.   (previously presented) A method according to Claim 42, further comprising:

detecting a country associated with at least one of the search results.

52.   (previously presented) A method according to Claim 51, further comprising at

least one of:

determining a Uniform Resource Locator (URL) extension for the at least one of the search results;

examining a domain registrar address for the at least one of the search results and inferring the country from a business associated therewith;

inferring the country from at least one of an Internet Protocol (IP) address of a Web server from which the at least one of the search results was obtained, a search result document for the at least one search result, or other Web pages on a same Web site as the at least one of the search results; and

examining anchor text of hyperlinks to the search result document, text near the hyperlinks, or countries of the Web pages with hyperlinks to the search result document.

53.   (previously presented) A method according to Claim 42, wherein the search results are assigned a numerical score, the method further comprising:

increasing the numerical score assigned to at least some of the search results from the at least one preferred country.

54.   (previously presented) A method according to Claim 53, wherein the numerical score is adjusted in accordance with the formula:

$$s_i = \frac{s_i + 1}{2}$$

where s_i comprises the numerical score for each search result i.

55.   (previously presented) A method according to Claim 42, wherein the search

results are assigned a numerical score, the method further comprising:

decreasing the numerical score assigned to at least some of the search results from the at

least one preferred country.

56.   (original) A method according to Claim 42, further comprising:

presenting the search results.

57.   (previously presented) A method according to Claim 56, further comprising:

performing at least one of controlling enablement of presentation of at least some of the

search results for each of the at least one preferred country, grouping together at least some of

the search results for each of the at least one preferred country, or arranging at least some of the

search results for each of the at least one preferred country next to at least some of the search

results for at least one country other than the at least one preferred country prior to presentation

to the user.

58.   (previously presented) A method according to Claim 42, further comprising:

selecting at least one less preferred country.

59.   (canceled).

60.   (currently amended) An apparatus A computing device, comprising:

means for receiving a search query;

means for executing a search by evaluating the search query against information from a plurality of search result countries that is maintained in a searchable data repository;

means for determining at least one preferred country applicable to search results generated responsive to the executed search based on characteristics of the search results;

means for determining a country ~~accepted~~ received by a user interface;

means for selecting the country as the at least one preferred country when the at least one preferred country cannot be determined based on the characteristics of the search results ~~applicable to search results generated responsive to the executed search~~; and

means for ordering at least some of the search results based on the at least one preferred country, where the order of one of the search results among other ones of the search results is based on whether the one of the search results is from the at least one preferred country.

61.   (currently amended) A system implemented within a computing device, comprising:

a parser receiving a search query request message and parsing at least one of terms or attributes from the search query request message to identify Web content provided from a plurality of search result countries;

an indexer executing a search by evaluating the at least one of terms or attributes against information maintained in a searchable data repository and generating search results responsive to the executed search;

a country promoter determining at least one preferred country, comprising:

a country determiner evaluating characteristics of <u>at least one of the search query</u>

<u>request message or the search results</u> ~~a user interface~~, and selecting the at least one

preferred country based on the evaluated characteristics; and

a country orderer determining an order for at least some of the search results

among other ones of the search results based on whether the at least some of the search

results are from the at least one preferred country; and

a presenter presenting the search results in the determined order.

62-63. (canceled).

64.   (previously presented) A system according to Claim 61, wherein the search

results are generated in a ranked order, the system further comprising:

a search result orderer ordering at least some of the search results relative to the at least

one preferred country by a predefined shifting factor, comprising at least one of demoting each

search result from a country other than the at least one preferred country by the predefined

shifting factor and promoting each search result from the at least one preferred country by at

least one position, or promoting each search result from a country other than the at least one

preferred country by the predefined shifting factor and demoting each search result from the at

least one preferred country by at least one position.

65.   (original) A system according to Claim 64, further comprising:

the search result orderer adjusting the predefined shifting factor based on available

context in the search query request message and the search results.

66.   (previously presented) A system according to Claim 61, wherein the search results are generated in a ranked order by numerical score, the system further comprising:

the search result orderer adjusting the numerical score of at least some of the search results by a predetermined weighting factor, comprising at least one of increasing the numerical score assigned to the search results from the at least one preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country, or decreasing the numerical score assigned to the search results from the at least one preferred country and maintaining the numerical score assigned to the search results from a country other than the at least one preferred country.

67.   (previously presented) A system according to Claim 66, further comprising:

the search result orderer adjusting the predetermined weighting factor based on available context in the search query request message and the search results.

68.   (previously presented) A system according to Claim 61, wherein the search query request message is HTTP-compliant.

69.   (currently amended) A method, comprising:

receiving a search query request message and parsing at least one of terms or attributes from the search query request message to identify Web content provided from a plurality of

search result countries;

executing a search by evaluating the at least one of terms [[and]] or attributes against

information maintained in a searchable data repository and generating search results responsive

to the executed search;

determining at least one preferred country, comprising:

evaluating characteristics of <u>at least one of the search query request message or</u>

<u>the search results</u> ~~a user interface~~; and

selecting the at least one preferred country based on the evaluated characteristics;

determining an order for the search results among other ones of the search results based

on whether the search results are from the at least one preferred country; and

presenting the search results in the determined order.

70-71. (canceled).

72.   (previously presented) A method according to Claim 69, wherein the search

results are generated in a ranked order, the method further comprising:

ordering at least some of the search results relative to the at least one preferred country

by a predefined shifting factor, comprising at least one of:

demoting each search result from a country other than the at least one preferred

country by the predefined shifting factor and promoting each search result from the at

least one preferred country by at least one position; or

promoting each search result from a country other than the at least one preferred

country by the predefined shifting factor and demoting each search result from the at

least one preferred country by at least one position.

73.   (original) A method according to Claim 72, further comprising:

adjusting the predefined shifting factor based on available context in the search query

request message and the search results.

74.   (previously presented) A method according to Claim 69, wherein the search

results are generated in a ranked order by numerical score, the method further comprising:

adjusting the numerical score of at least some of the search results by a predetermined

weighting factor comprising at least one of:

increasing the numerical score assigned to the search results from the at least one

preferred country and maintaining the numerical score assigned to the search results from

a country other than the at least one preferred country; or

decreasing the numerical score assigned to the search results from the at least one

preferred country and maintaining the numerical score assigned to the search results from

a country other than the at least one preferred country.

75.   (previously presented) A method according to Claim 74, further comprising:

adjusting the predetermined weighting factor based on available context in the search

query request message and the search results.

76.   (previously presented) A method according to Claim 69, wherein the search query

request message is HTTP-compliant.

77.   (canceled).

78.   (currently amended) ~~An apparatus~~ A computing device, comprising:

means for receiving a search query request message and parsing at least one of terms or

attributes from the search query request message to identify Web content provided from a

plurality of search result countries;

means for executing a search by evaluating the at least one of terms or attributes against

information maintained in a searchable data repository and generating search results responsive

to the executed search;

means for determining at least one preferred country, comprising:

        means for evaluating characteristics of at least one of the search query request

        message or the search results ~~a user interface~~; and

        means for selecting the at least one preferred country based on the evaluated

characteristics;

means for determining an order for the search results among other ones of the search

results based on whether the search results are from the at least one preferred country; and

        means for presenting the search results in the determined order.

79.   (currently amended) A method comprising:

executing a search in response to a search query to generate search results;

ordering the search results based on a degree of match with the search query;

determining a preferred country, wherein the preferred country is determined based on

characteristics of at least one of the search query or the search results an interface characteristic

comprising a country accepted by a user interface; and

reordering at least some of the search results based on the preferred country.

80-82. (canceled).

83.   (previously presented) The method of claim 79, further comprising:

determining a country associated with each search result based on at least one of a

Uniform Resource Locator (URL) associated with each search result, a domain register address

associated with each search result, or an anchor text of a hyperlink associated with each search

result.

84.   (previously presented) The method of claim 83, wherein the at least some search

results are reordered based on a degree of match between the countries associated with the

search results and the preferred country.

85.   (previously presented) The method of claim 84, further comprising at least one of:

demoting each search result associated with a country other than the preferred country

and promoting each search result associated with the preferred country; or

promoting each search result associated with a country other than the preferred country

and demoting each search result associated with the preferred country.

86.   (previously presented) The method of claim 79, further comprising:

dynamically determining an alternate preferred country based on interface characteristics,

Internet Protocol (IP) characteristics, or user preferences; and

reordering at least some of the search results based on the alternate preferred country.

87.   (previously presented) The method of claim 86, wherein the search results

associated with the preferred country are provided before the search results associated with the

alternate preferred country.

88.   (currently amended) A device comprising:

a memory to store a plurality of instructions; and

a processor to execute instructions in the memory to:

order search results based on a degree of match with a search query,

determine a preferred country based on <u>characteristics of at least one of the search</u>

<u>query or the search results</u> ~~an interface characteristic comprising a country accepted by a~~

~~user interface~~, and

reorder at least some of the search results based on the preferred country.

89.   (currently amended) A computer-readable medium that stores computer-

executable code comprising:

instructions for executing a search in response to a search query to generate a ranked set

of search results;

instructions for determining a preferred country based on <u>characteristics of at least one of</u>

<u>the search query or the search results</u> ~~an interface characteristic comprising a country accepted~~

~~by a user interface~~; and

instructions for reordering at least one search result of the ranked set of search results

based on the preferred country.